Sport Administration

Bowling Green State University

* Master of Education in HMSL *
* Human Movement, Sport and Leisure Studies *
* 419-372-7234 *
What is Sport Administration?
Sport Administration deals with the business side of sport. Those who work in this field are responsible for running and/or handling the marketing, finance, leadership, organization, facility management, event management, law, promotions, and so forth of the sport organization. It is important to remember that when you work in sport while everyone else is enjoying the event, you are working the event.

About the BGSU Sport Administration program:
The master’s program in Sport Administration at Bowling Green State University addresses the planning, organizational, leadership, and evaluative aspects of management within the sport enterprises by holding the institution of sport to a high level of inquiry and serious scientific scrutiny. Students work with their advisors to complete a series of courses in the sport administration program and in a variety of other disciplines related to the academic interests of the graduate faculty and this includes: business administration, marketing, mass communication, higher education administration, interpersonal communication, psychosocial foundations of sport. All students in sport administration complete either a thesis or a project. The program can be planned over three semester or two continuous years of study and adheres to the curriculum standards established by the National Association for Sport and Physical Education/North American Society for Sport Management.
Sport Administration

Master of Education in Sport Administration

Program Overview:

The Sport Administration specialization plans courses on a one calendar year cycle or three semesters including summer. Only 11 variable credit hours can count toward the degree. A minimum of 24 hours must have the HMSL prefix. The minimum credit hours for completing the Sport Administration specialization is: Plan I: 30 credit hours; Plan II: 33 credit hours.

HMSL Core Credit Requirements
All graduate students in the School of HMSLS are required to take HMSL core courses in:

HMSL 6530 Research Methods in HMSL (3)

Either

HMSL 6510 Interpretation of Quantitative Research in HMSL (2)
or

HMSL 6540 Interpretation of Qualitative Research in HMSL (2)

All students are also required to declare for one of two culminating plans either

Plan I: HMSL 6990 Master’s Thesis in HMSL or Plan II: HMSL 6910 Master’s Project in HMSL

Sport Administration Specialization Credit Requirements
Sport Administration Core includes four courses (12 credit hours) that must be completed.

HMSL 6290 The Law & HMSLS Services (3)
HMSL 6300 Administration of Interscholastic Athletics (3)
HMSL 6310 Athletic & Recreation Facility Planning & Management (3)
HMSL 6340 Issues in HMSL (3)

In addition to the core courses the specialization has two required Sport Administration options with a choice in each.

Financial/Promotional Aspects:
Select one of the following - 3 credit hours

Either

HMSL 6320 Budgeting & Planning for Sport and/or Leisure Enterprise (3)
or

HMSL 6330 Marketing Strategies in Sport & Leisure Services (3)

Behavioral Aspects:
Select one of the following - 3 hours

Either

HMSL 6350 Sport and Society (3)
or

HMSL 6360 Psychological Aspects of Physical Activity (3)

Electives: 3-6 hours. See Advisor for recommended choices.

HMSL Variable Credit Courses as Additional courses
In addition to the HMSL core courses the HMSL Graduate Program offers independent study courses known as Variable Credit courses. The following variable credit classes are available:

HMSL 6820 Topics in HMSLS (1-3)
HMSL 6840 Directed Readings in HMSLS (1-2)
HMSL 6860 Independent Study in HMSLS (1-2)
HMSL 6880 Internship, Field Placement, or Practicum in HMSLS (1-3)
HMSL 6900 Directed Research in HMSL (1-3)
HMSL 6920 Research Group in HMSLS (1-3)
HMSL 6960 Supervised Practicum in HMSLS (1-3)
Course Summaries:

**HMSL 6290 Legal Aspects of HMSL** – Legal authorization for services and powers; liabilities for operations based on tort, contract, violation of law; constraints on program administration and management, including human rights, health and sanitation, safety, personnel, areas and facilities; risk management.

**HMSL 6300 Administrative Processes of Intercollegiate Athletics** – An in-depth study of the underlying processes of leading and managing intercollegiate athletics programs.

**HMSL 6310 Athletic and Recreation Facility Planning and Management** – Theory and practice concerning problems related to construction, programming, financing, and evaluation.

**HMSL 6320 Budgeting and Planning for Sport and/or Leisure Enterprises** – Budgeting and planning aspects such as spreadsheets, budgeting, documents, budget analysis techniques, and other aspects specific to the successful operation of a sport and/or leisure enterprise. Prerequisite: any accounting, budgeting, or finance course, or consent of instructor.

**HMSLS 6330 Marketing Strategies in Sport & Leisure Services** – An investigation of how marketing in sport and leisure services differs from traditional product-oriented marketing. Focus on developing unique marketing strategies and processes for successful management of sport and leisure service programs and facilities.

**HMSL 6340 Critically Evaluating Contemporary Issues in HMSLS** – Critical evaluation of issues in human movement, sport, and leisure through analyses of scholarly and professional literature; emphasis on creating principled, reflective resolutions for the issues.

**HMSLS 6350 Sport and Society** – Cultural trends motiving forces, socializing processes, and other psycho-social parameters of American sport. Seminar-type course with the opportunity for individual research and class interaction.

**HMSLS 6360 Social Psychology of Sport** – Examination of psychological theories related to the social cognitive aspects of sport.

**HMSL 6370 Sport and Higher Education** – Examines collegiate sport in America higher education and the relationship of athletics to the mission of the institution. Special focus on current benefits and problems associated with athletics programs and student-athletes.

**HMSL 6400 Governance of Intercollegiate Athletics** – An in-depth study of the nature and scope of intercollegiate athletics programs.

**HMSL 6510 Interpretation of Quantitative Research in HMSL** – Strategies and tools for analyzing and interpreting results from research using quantitative designs. Critique of contemporary quantitative literature in developmental kinesiology, leisure, and sport.

**HMSL 6530 Research Methods in HMSL** – Identification and evaluation of research problems and designs; use of library resources; data gathering; writing of theses and research reports.

**HMSL 6540 Interpretation of Qualitative Research in HMSL** – Strategies for analyzing and interpreting research data gathered in studies using qualitative design. Critique of existing qualitative literature in these human movement fields.
Sport Administration

Faculty Overview

**Dr. Bonnie Berger, Professor**
Dr. Berger has an Ed.D. and a M.A. specializing in human movement science from Columbia University, as well as a B.S. in physical education and English from Wittenberg University. She teaches undergraduate courses in exercise psychology, sport psychology, and lifetime fitness and psychological well-being. Dr. Berger’s research interests include physical activity and mood alteration, and exercise characteristics that might maximize the benefits; the use of physical activity for stress management; and factors influencing sport and exercise initiation, adoption, and adherence. Dr. Berger is a certified consultant with the Association of Applied Sport Psychology.

**Dr. Sungho Cho, Assistant Professor**
Dr. Cho earned his law degree from the Arizona State University and his Ph.D. in sport management from the University of Connecticut. His research interests include incorporation of social science methodology in legal paradigm, application of legal methodologies in social science research, use of consumer survey data in trademark litigation, antitrust context and unfair trade practice implications in sport business, and legal implications in sport brand management.

**Dr. Jacquelyn Cuneen, Professor**
Dr. Cuneen holds an Ed.D. in the administration of sport and physical education from West Virginia University, a M.S. Ed. in health education from SUNY-Cortland, and a B.A. in health and physical education from Ohio Northern University. She is the only individual to have received NASSM’s three highest recognitions -- the Dr. Earle F. Zeigler Lecture Award in 2003, the Dr. Garth Paton Distinguished Service Award in 2006, and the Distinguished Sport Management Educator Award in 2008. Dr Cuneen’s teaching foci are sport and event promotion and management field experiences.

**Dr. Vikki Krane, Professor**
Dr. Krane earned her Ph.D. and M.S. in exercise and sport science focusing on sport psychology from the University of North Carolina, Greensboro and the University of Arizona, respectively. Dr. Krane also holds a B.A. in psychology from Denison University. Her research interests include feminist sport psychology, LGBT experiences in sport, and athlete body image. Dr. Krane teaches classes in social psychology of sport, applied sport psychology, and sport and gender.

**Dr. Brian McCullough, Assistant Professor**
Dr. McCullough has a Ph.D. and M.S. in sport management from Texas A&M University and B.S. in sport management from Ithaca College. Dr. McCullough has worked as a fundraiser for the San Francisco AIDS Walk and the 12th Man Foundation, the main fundraising arm for the Texas A&M Athletic Department. His research interests include environmental management of sport organizations, organizational behavior, and sport spectator environmental behaviors. He teaches courses in sport revenues and expenditures and sport history.
Sport Administration

Faculty Overview

Dr. Heather Muir, Lecturer
Dr. Muir earned her Ph.D. in sport administration from the University of Northern Colorado. She holds two masters degrees in sport management (from Minnesota State University, Mankato) and library and information studies (from University of Wisconsin) and an undergraduate degree in history from Augsburg College. Dr. Muir’s research interests include media portrayals of athletes, fan motivation/behavior, women's ice hockey, and women in non-traditional sports. She teaches courses in introduction to sport management, history & philosophy of sport, and research methods.

Dr. Amanda Paule, Assistant Professor
Dr. Paule received her Ph.D. in the sociology of sport from Michigan State University and her M.S. and B.S. degrees in sport studies and sport organization from Miami University. Dr. Paule also worked in the sport industry as the communications coordinator for the Anthony Muñoz Foundation and ProCamps in Cincinnati, Ohio. Her research areas include Title IX, gender equity, and issues in intercollegiate athletics. She teaches courses in sport and event management and sport and gender.

Dr. Ray Schneider, Associate Professor
Dr. Schneider earned his Ph.D. in sport management from Florida State University. He also holds a M.S. in administration and a B.S. degree in business from Central Michigan University. Before beginning his academic career, Schneider was the co-owner of a sport collectibles business that assisted in securing fund-raising activities for non-profit organizations. Dr. Schneider teaches courses related to sport facilities and college athletes.

Dr. Nancy Spencer, Associate Professor
Dr. Spencer holds a Ph.D. in kinesiology from the University of Illinois, a M.A. in physical education from Kent State University, and a B.A. in sociology from Trinity University. Her research interests include autoethnography, critical race theories, feminist, and poststructuralist analyses in the making of celebrity in professional women’s tennis. Dr. Spencer teaches courses relating to sport and society and the sociology of sport.

Dr. David Tobar, Assistant Professor
Dr. Tobar received his Ph.D. and M.S. in Kinesiology with a specialization in sport and exercise psychology from the University of Wisconsin – Madison and his B.S. in kinesiology and physical education from California State University, San Bernardino. Dr. Tobar’s research interests include personality and well being in athletes, exercisers, and sport fans, and he is the Co-Director of the Exercise and Sport Psychology Laboratory.
Locally, our students have worked with…
Akron Aeros
Bowling Green State University Athletics
Cleveland Browns
Cleveland Cavaliers
Cleveland Indians
Columbus Crew
International Management Group
LPGA – Jamie Farr Owens Corning Classic
Mid-American Conference
Ohio State University Athletics
Toledo Mudhens
University of Toledo Athletics

Nationally, our students have worked with…
Amateur Athletics Union
Collegiate Licensing Company
Detroit Pistons/Shock
Detroit Tigers
ESPN/ABC Sports
Fox Sports Net
Los Angeles Kings
Michigan State University Athletics
National Collegiate Athletic Association
New York Knicks
Octagon
University of Michigan Athletics
University of Oregon Athletics
University of Tampa Athletics
Gaining Industry Experience

BGSU Sport Management/Administration students have also been selected to work or volunteer at the following events, as well as other events and venues:

- Major League Baseball All Star Games
  - 1997 Cleveland Jacob's Field
  - 2005 Detroit Comerica Park
  - 2006 Pittsburgh PNC Park

- National Collegiate Athletic Association (NCAA)
  - Women's Final Four (2007 Cleveland Quicken Loans Arena)
  - Women’s First and Second Rounds (2012 Stroh Center)

- National Collegiate Athletic Association (NCAA)
  - Men's Final Four (2009 Detroit Palace at Auburn Hills)

- U. S. National Figure Skating Championships
  (2009 Cleveland Quicken Loans Arena)

- American College Hockey Association
  - Men’s Division I National Championship (2009 Greater Cleveland)

- National Football League Super Bowl’s
Sport Administration

Admission Procedure

The following are required to gain entry into the Program:

• A degree from an accredited undergraduate college/university; documented by forwarding two copies of official transcripts from each undergraduate institution attended to the Graduate College.
• An undergraduate grade point average (overall) of 2.7 or above.
• Submission of Graduate Record Exam (GRE) scores. The GRE must be taken as a part of the application process. The University does not require a pass level for the GRE exam, but percentile scores of 50% or higher are viewed favorably. However, an applicant's final admission decision is not based on these scores alone. Students who do not take this exam cannot register for more than one semester of coursework.

Specialization Entry Prerequisites

Sport Administration: Entering students will be expected to have had coursework or life experience in the following areas: Public or Interpersonal Communication; Marketing, Sales; Micro-Computer Applications or Programming; Financial Aspects of Management; Management or Organizational Behavior; Public Relations or Promotions; Undergraduate internship in sport or 1 yr. practical experience in sport. Students admitted with deficiencies in any of the academic areas must take coursework at the undergraduate level prior to graduating. Students admitted without an undergraduate internship are required to complete a one-semester, full-time internship in addition to the academic courses in the curriculum listed below.

In general, students should plan on removing these deficiencies prior to entering the Graduate Program or provide documentation of experience via a written narrative. In most cases, students will not be allowed to take an undergraduate course concurrent with the Graduate course for a specific deficiency.
Sport Administration

Application Procedures

The steps in the application process are as follows:

• Read the supporting information carefully as your acceptance into the Master of Education degree is based on aligning your interests with those of a graduate faculty member in the School. Please research the program specializations and the faculty expertise and research interests. Detail the specialization you wish to study for and any potential advisor(s) in a 2-3 page Personal Statement that should also reflect your educational and career goals (This can be e-mailed to Dr. Vikki Krane at vkrane@bgsu.edu).

• Send a current Resume (This can be emailed).

• If you seek funding, complete the enclosed Graduate Assistant Application (This can be e-mailed).

• Make arrangements to take the Graduate Record Exam (GRE). The GRE is required as part of the application process. You cannot be admitted until the Graduate College has received your GRE scores. Arrange for results to be sent directly to the Graduate College. You might wish to take the computer version of the GRE at a Sylvan Technology Center.

• Complete the Graduate College on-line application and arrange for two official Transcripts from all universities you have attended, and the Application Fee to be sent directly to the Graduate College, McFall Center, Bowling Green State University, Bowling Green, OH 43403-0083.

• Three letters of recommendation are required. The recommendations should attest to your academic accomplishments as an undergraduate student and predict your potential as a graduate student (e.g., reading, writing, thinking critically, reflecting, intellectual effort, etc.). Typically, the persons most familiar with your intellectual potential are your professors; hence, recommendations from professors are preferred. A recommendation from a recent past or present employer is also acceptable as one of the referees. For HMSLS admission and funding, please do not request recommendations from coaches, athletic trainers, or other individuals who could not directly assess your potential as a graduate student. Request three individuals who are familiar with your academic abilities to complete a Graduate Student Recommendation Form and send the form directly to the School of HMSLS, Graduate Program, 112 Eppler Center, Bowling Green State University, Bowling Green, OH 43403-0249.

When your application file contains all the necessary documents (Personal Statement, Resume, Graduate Assistant Application, 3 Graduate Student Recommendation Forms, and the Graduate College have processed your Transcripts, GRE and Fee) the graduate faculty in your area of specialization will evaluate your credentials for admission and funding.

Only when a graduate faculty member selects you as a student will you be admitted to the program and be eligible for funding. Students whose complete applications are received by January 15 of the year of admission will be given priority in the admission and funding process. Students whose credentials are received after this date will be considered on a space available basis. Graduate admission usually occurs in early February and graduate assistantships are usually awarded by the end of March. If you have any questions or concerns, please contact Dr. Vikki Krane at vkrane@bgsu.edu. In the meantime, visit our web site at http://www.bgsu.edu/colleges/edhd/hmsls/.

Bowling Green State University * Bowling Green, OH 43403
School of HMSLS * 419-372-7234
Graduate Assistantships

If you complete the Graduate Assistantship Application you will be considered for a Graduate Assistantship in the School of HMSLS. Annually the School has between 14-18 assistantships. To be considered for a graduate assistantship there is a Graduate College requirement that your undergraduate GPA is 3.0 or above. It is an extremely competitive process and in making our decisions to award graduate assistantships we consider very carefully your Personal Statement, Resume, GRE scores, 3 Letters of Recommendation, your commitment to graduate study and the skills and abilities that you can bring to the position.

The graduate assistantship award includes a stipend (approximately $5400 per academic year for 12 hours per week) for a maximum of one academic year (with the option to renew for a further year); and benefits that include a tuition waiver; support for general fee and parking; and assistance with the mandatory health insurance. The total stipend and benefits for 2008-2009 is either approximately $23,000, (in-state) or $32,000 (out-of-state). The tuition waiver is for Fall, Spring and Summer semester in each academic year. The general fee is encumbered for fall and spring semesters, but students have to pay the general fee for summer session.

HMSLS Graduate Assistants will be assigned for a specific number of hours per week and reimbursed according to a stipend scale issued by the Graduate College. The recent trend in HMSLS has been to offer graduate assistantship contracts for 12 hours per week.

Graduate Assistants can perform various duties assigned to a student may include teaching physical activity classes to the general student population, assisting faculty in lab sections, assisting faculty as teaching assistants for academic courses, and assisting faculty in research assignments and special projects.

Students interested in being considered for a graduate assistantship should complete the regular admission process and complete the School of HMSLS Graduate Assistantship forms. All credentials should be completed by January 15th of the academic year prior to entry. Decisions on awarding of assistantships are made early April of each year.

Other Funding Sources for Graduate Assistantships
Graduate students are encouraged to consider other sources of graduate assistantship support. At BGSU other graduate assistantships are available on campus from the other agencies such as BGSU Department of Athletics, BGSU Campus Recreation, and other student organizations based in the Bowen-Thompson Student Union.
School of Human Movement, Sport, and Leisure Studies

Graduate Assistantship Application

If you wish to be considered for a graduate assistantship, please complete this form and return it to the School of HMSLS with your graduate program application. If you would like to be considered for a graduate assistantship at a site other than the School of HMSLS, please indicate the preferred agency in the space below. If you are accepted into the HMSLS graduate program, we will communicate your interest to that site.

I, ______________________________, wish to be considered for a graduate assistantship at the following university/agency (e.g., School of HMSLS, BGSU Student Recreation, etc.):

Site(s)________________________________________________________

School of HMSLS Graduate Assistantships

The School of HMSLS offers a variety of opportunities for graduate assistants to contribute to School instructional programs. In order to make appropriate assignments, we need a description of your experiences and competencies.

Your Experiences and Competencies

If you have had course work or experience in any of the areas listed below and would feel comfortable assisting a faculty member teach lab sections of these courses, please check the appropriate area.

___ Athletic Training ___ Motor Development ___ Sport & Exercise Psychology
___ Biomechanics ___ Motor Learning ___ Tourism Industry Setting
___ Exercise Physiology ___ Physical Education Teacher Education lab
___ Measurement/Statistics ___ Sport Administration Setting

Briefly describe any experiences you have had working in a research/laboratory setting or professional sport/leisure/tourism industry setting:
Computer Expertise

Computer hardware:  ____ Apple  ____ IBM  ____ Macintosh
Computer software:  ____ Statistics  ____ Word Processing  ____ Graphics
  ____ Databases  ____ Web Pages  ____ Networks

Indicate current certifications and date of expiration:

First Aid/CPR  Aquatics  Exercise/Fitness  NATA

Briefly describe any special talents/skills that could be used as your graduate assistantship responsibilities.

Physical Education Activity Courses

Please rank order the top 5 activities you are qualified to teach. Indicate the level at which you can instruct—B for beginning, I for intermediate or A for advanced. If you are not qualified to teach physical activity, leave this section blank.

<table>
<thead>
<tr>
<th>Activity</th>
<th>Rank</th>
<th>Level</th>
<th>Activity</th>
<th>Rank</th>
<th>Level</th>
</tr>
</thead>
<tbody>
<tr>
<td>Archery</td>
<td></td>
<td>B I A</td>
<td>Ice Hockey</td>
<td></td>
<td>B I A</td>
</tr>
<tr>
<td>Badminton</td>
<td></td>
<td>B I A</td>
<td>Ice Skate-Basic</td>
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<td>B I A</td>
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<tr>
<td>Basketball</td>
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<td>B I A</td>
<td>Figure</td>
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<td>B I A</td>
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<tr>
<td>Billiards</td>
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<td>B I A</td>
<td>Jogging</td>
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<tr>
<td>Bowling</td>
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<td>B I A</td>
<td>Orienteering</td>
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<tr>
<td>Cycling</td>
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<td>B I A</td>
<td>Racquetball</td>
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<td>Curling</td>
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<td>B I A</td>
<td>Self Defense</td>
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<tr>
<td>Dance - Aerobics</td>
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<td>B I A</td>
<td>Ski - Downhill</td>
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<tr>
<td>Ballet</td>
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<td>X-Country</td>
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<tr>
<td>Ballroom</td>
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<td>Soccer</td>
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<td>Folk</td>
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<td>B I A</td>
<td>Softball</td>
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<td>Jazz</td>
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<td>B I A</td>
<td>Swim - Form</td>
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<tr>
<td>Modern</td>
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<td>Water Aerobics</td>
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<td>Square</td>
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<td>B I A</td>
<td>Tennis</td>
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<tr>
<td>Tap</td>
<td></td>
<td>B I A</td>
<td>Tension Control</td>
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<tr>
<td>Diving - S. Board</td>
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<td>B I A</td>
<td>Track and Field</td>
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<tr>
<td>Fencing</td>
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<td>B I A</td>
<td>Volleyball</td>
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<tr>
<td>Figure Control</td>
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<td>B I A</td>
<td>Weight Training (M)</td>
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<td>B I A</td>
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<tr>
<td>Fitness Dev.</td>
<td></td>
<td>B I A</td>
<td>Weight Training (W)</td>
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<td>B I A</td>
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<tr>
<td>Flag Football</td>
<td></td>
<td>B I A</td>
<td>Other: _____________</td>
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<td>B I A</td>
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<tr>
<td>Golf</td>
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<td>B I A</td>
<td>Other: _____________</td>
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<td>B I A</td>
</tr>
<tr>
<td>Gymnastics</td>
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<td>B I A</td>
<td>Other: _____________</td>
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<td>B I A</td>
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</tbody>
</table>
Bowling Green State University is located in Bowling Green, Ohio. It is a two and a half hour drive from Cleveland, about one and a half hours south of Detroit and three hours north of Cincinnati.

Interstate 75 borders the eastern edge of the campus; the University is located at Exit 181. U.S. Route 6 bypasses the south side of the city. Interstates 80 and 90 (the Ohio Turnpike) are only twenty minutes to the north; turnpike exit 64 provides the most direct route to the campus. Toledo Express Airport is about a forty-five minute drive northwest from campus.

Driving Directions

From the east or west via the Ohio Turnpike

Use Exit 64 (Perrysburg). Follow I-75 South to Exit 181.

From the north or south via Interstate 75

Use Exit 181.

From the east or west via U.S. Route 6

Stay on U.S. 6. At the I-75 Interchange, follow I-75 north to the next exit (Exit 181).